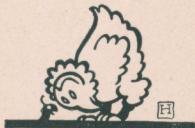





SEPT.—1921—OCT.

# LENSOLOGY & SHUTTERISMS

From The Collection Of  
Walter A. Johnson



**G**ONSIDER  
the hen,  
She doesn't stop  
scratching when  
worms seem  
scarce. 





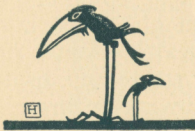
## ☞ Lensology & Shutterisms ☞

Published Bi-Monthly for and in the interest of Wollensak  
dealers by the Promotion of Trade Department

Vol. IX

September - 1921 - October

No. 5



### Who Was King of the Birds ?

**M**ANY many years ago, when the editor was passing through the Windsor tie and knee pants period of life, he read a fable about birds which, strange as it may seem, is very closely related to the manufacture of photographic lenses.

All the feathered flyers of the world were assembled in a council to determine who should be king of the birds. They finally decided that the bird that flew the highest would be proclaimed king. One little chippy a little more sagacious than the rest noticed that the eagle was the favorite in betting circles and accordingly when the whistle was blown for the take off, he perched himself comfortably on the eagle's back.

The flying hoast soared into the air, upward ever upward in their flight. One by one the weaker contestants dropped off, making graceful spirals and tail

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spins to terra firma. Finally the eagle and his passenger were the only birds remaining in the air and when the eagle had gone so far up that he couldn't go any upper, he threw out his clutch and started to coast back to earth. When he started down the chippy started up, beating the eagle's altitude by a comfortable margin and finally soaring gracefully down to the tune of "Hail the King."

The chippy well deserved the honor bestowed upon him because he had the wisdom to begin where the other fellow left off.

And so it is in the manufacture of photographic lenses. European scientists have been experimenting in optics for centuries. Their findings have been of undoubted value to the photographic profession but here in America we have started building where they left off, combining in American-made objectives all that has been learned in centuries of research, together with Yankee ingenuity and inventiveness. This is the typical spirit of American industry,—to absorb all there is to know about a given subject and from there to go on and up.

And so it is that here in America to-day, we are making lenses of finest accuracy, but have also combined in

## ☞ Lensology & Shutterisms ☞

their construction features of which the old world experimenters would never have dreamed. Furthermore, we can offer a genuine service, both in the selection and use of lenses, that is an impossibility for the manufacturer on the other side of the Atlantic puddle. Accordingly, not necessarily because it is your duty to support American industries, but rather in the interest of your customers, it is by all means advisable to recommend lenses made in the U. S. A.



### New Dealer Signs

Here is a new aid to selling that's well worth writing for. It's an attractive brass sign with chain hanger, and will let your customers know that you handle the Wollensak quality line of photographic lenses and shutters.

Sent only on request.



## ☞ Lensology & Shutterisms ☞

— And here are two we forgot.

Last issue we double-paged on eleven distinctive features of the Verito. But, dawgone it, this lens has so many talking points that we overlooked two of the most important. Here they are:

(12) *Moderate price.* The Verito is a lens that is comparatively inexpensive, in spite of the fact that it will bring better prices to the professional.

(13) *Fits all cameras.* The Verito will fit all Graflexes and studio cameras. There are special sizes for motion picture and hand cameras, too.

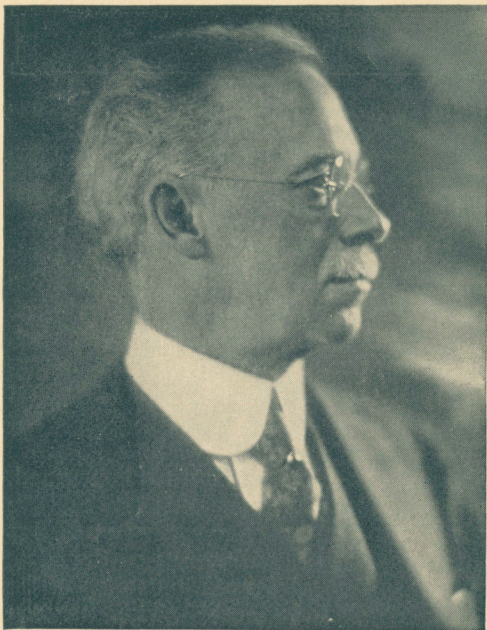
And, lest you forget, here are the other eleven, briefly stated:

- (1) *Three distinct qualities of diffusion.*
- (2) *Variable and controllable softness.*
- (3) *Convertible in construction.*
- (4) *Extremely rapid.*
- (5) *Practically free from flare.*
- (6) *Chromatically correct.*
- (7) *Makes beautiful enlargements.*
- (8) *Greatly reduces retouching.*
- (9) *Brings better price.*
- (10) *Pays for itself.*
- (11) *Subject to free trial.*

THE VERITO IS THE ONLY SOFT-FOCUS LENS IN THE WORLD THAT HAS THESE THIRTEEN DISTINCTIVE FEATURES.

*The lucky thirteen ! And lucky the thousands of photographers who are using the lens !*

## ⌚ Lensology & Shutterisms ⌚



This excellent likeness of Howard D. Beach was made by Halldorson of Chicago with his Verito Lens. Mr. Beach, who is also a Verito user, has, like the lens itself, received deserved recognition from the photographic world because of his record of accomplishment.

## ☞ Lensology & Shutterisms ☞

### *The* Question Box

*"In the enclosed circular concerning lenses, you will note the manufacturers claim for their F:4.5 lenses much greater depth, longer focus, better perspective and covering power. Would not these features make their lens superior to your Velostigmat F:4.5?"*

N. B. N.

We have no axe to grind. And as a matter of policy, we dislike to criticize competitive products—or even their advertising. But when such advertising, as in the above instance, creates wrong impressions and incorrect notions about optics, we feel in duty bound to give the "right dope."

As far as depth of focus is concerned, you already know the answer. We've given it to you time and again in catalogs and Lensology. "All lenses of the same speed and focal length must have the same depth of focus." The "reason why" is given in our last catalog.

If a given lens is not fully corrected and does not give a wiry sharp image, it will *apparently* have greater depth. This is because the contrast at full aperture between the plane of focus and points outside the focal plane, is less apparent than with a fully-covered lens, giving a perfectly sharp image. Therefore, even



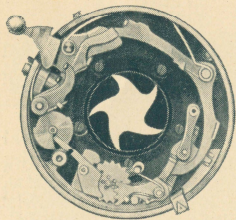
## ☞ Lensology & Shutterisms ☞

apparently greater depth (aperture and focus being the same) is an admission of inferiority.

As far as focus is concerned, most manufacturers, including ourselves, list lenses for the largest plate they will cut at full aperture. However, we recommend, particularly for studio work, as long a focus as can be conveniently accommodated, for a longer focus gives a better perspective. Nevertheless, it is a convenience for the photographer to know how large a plate he can cut without stopping down.

Obviously, we could list our  $8\frac{1}{4}$ " and  $9\frac{1}{2}$ " Series II Velostigmat F:4.5 for 5x7 and 5x8 plates (rather than 5x8 and  $6\frac{1}{2}$ x $8\frac{1}{2}$ ) and claim for them longer focus, better perspective on the plates listed and wonderful covering power. And all with perfect truthfulness, and without making a single change in the lens itself. This is virtually what the manufacturer in question has done, probably with no intent to deceive.

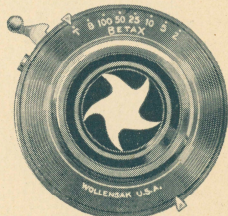
Returning to your query, N. B. N., Wollensak lenses are at the least the equal of any others of identical speed and focus. But when you compare size with size—well, it all depends on how you figure it.



# ACCURACY-- SIMPLICITY STURDINESS & BEAUTY

*That's the story in brief of the new gearless, pumpless shutters*

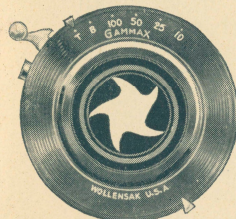
A Camera  
Manufacturer  
Writes:



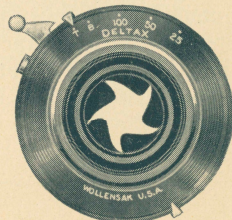
"We had the opportunity of examining your new Betax shutter and are particularly attracted by the simple, fool-proof design. It is very much easier to sell a thing you like and are enthusiastic over, than it is to get rid of something else."

That's the reason why you, our dealers, will find it a particular pleasure to sell the new shutter with our own and other lenses. And that's why you should also insist on the Betax, Gammax and Deltax when you order hand cameras.

The combination of accuracy and simplicity in a photographic shutter has been heretofore unobtainable. *Accuracy*, the ability of a shutter to give "Xact Xposure" is a most essential requirement. *Simplicity*, a non-complex, substantial, fool-proof mechanical construction, means a consistent reliability—for in such a mechanism there is little to get out of order.



The Betax, Gammax and Deltax fill a long-felt want. They are gems of mechanical perfection, combining these most desirable qualities.



WOLLENSAK



ROCHESTER



### Influencing Sales



As a man's character insures his every act so does evidence of the Character and Reputation of a manufacturer assure merchants and users of Service and Value.

Intelligent, discriminating customers are always interested to know of the Business Standards of firms making the articles they buy. It adds confidence. It assures them of values which lie beneath the surface. It tells of something bigger and better than mere exchange of merchandise for money.

Merchants displaying the Association's Tribute to the Wollensak Company in their stores should refer to it when making a sale. This further evidence of the integrity and sincerity of the Wollensak Company is a strong indirect Sales Influence benefitting the customer, the dealer and the manufacturer. At the same time it strikes a note for wider general appreciation for Right Business Principles.

*Elwood E. Rice*



## ☞ Lensology & Shutterisms ☞

### Odds and Ends

A SPECIAL OFFER was made in last L. & S. of an open-face demonstration model Betax Shutter for \$1.00 net (list price \$9.00). We have only a few left. Who'll get them?

\* \* \*



IS A KNOCKOUT in a boxing-match a "matte-finish?" Abel's wants to know.

\* \* \*

PRONOUNCED BAY-TAX, not Bet-ax or Beetax. The derivation and significance of the shutter names Betax, Gammax and Deltax will appear in next L. & S.

\* \* \*

NEW ENGLAND Photographer's Convention at Springfield, Mass., Sept. 7—9. Come if you can!

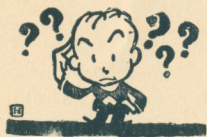
\* \* \*

A BRITISH CUSTOMER writes: "I am very pleased with the Betax." The new shutters *always* please.

\* \* \*

CORRECTION! The slowest automatic speed on the Gammax shutter is 1/10 second and not 1/5 as pictured on page 2 of last Lensology.

## ☞ Lensology & Shutterisms ☞



P U Z Z L I N G  
QUESTIONS that  
may have bothered  
you, are answered on  
page 6. Better learn  
the YYY and where-444.

\* \* \*

“DON’T YOU-ALL make woolen  
sox?” queried an Ethiopian brother, ap-  
plying for a job at our employment of-  
fice.

\* \* \*

“NO, RASTUS, but we are the folks  
that put the lens in wollENSak.”

\* \* \*

HOW FAST IS F:4.5 (Series II  
Velostigmat speed)? Twice as fast as  
F:6.3! Almost three times faster than  
F:7.5.

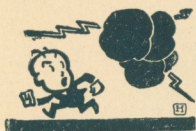
\* \* \*

AMATEUR CATALOGS, a new edi-  
tion including descriptions of lenses and  
new shutters, are now ready. Size same  
as Lensology. How many?

\* \* \*

AUXILIARY LENSES larger than  
hand camera sizes are not subject to trial  
and will be shipped only on bona fide  
orders.

## ⌈ Lensology & Shutterisms ⌋



QUICK AS A  
FLASH! is just an-  
other way of saying  
“Fast as the Vitax.”

\* \* \*

XLNC TO XS, Xceptional and Xtra-  
ordinary Xactness of Xposure Xist in  
the Xquisite Xamples of Xpert work-  
manship—the Betax, Gammax and Del-  
tax.

\* \* \*

XCUSE THIS XUBERANT Xhibi-  
tion of Xultation and Xtacy but, to tell  
the truth, the editor can't find enough X's  
or any other letter, to express his enthu-  
siasm over our new shutters.

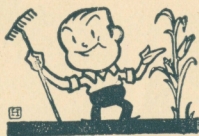
\* \* \*

CONSIDER THE SPECIALIST—  
who does one thing *and does it well*.  
We specialize in photographic lenses and  
shutters.

\* \* \*

THIS MONTH'S COVER was made  
by Lejaren a Hiller to advertise Moon-  
Glo Silk and is used by courtesy of its  
manufacturer, J. A. Migel. It is a  
charming example of the admirable work  
Mr. a Hiller is doing in the realm of  
advertising with his Verito soft focus  
lens.





### Burbanking Lenses

**L**UTHER BURBANK, generally recognized as one of the world's greatest naturalists, was given just recognition in view of his remarkable achievements in the realm of horticulture. Among other things, he materially increased the production of various plants, fruits and flowers, making two blossoms grow where one had grown before.

In the manufacture of photographic lenses, we have been achieving Burbank results although the methods of accomplishment are naturally somewhat different. Whereas in years past, much of the work involved in the manufacture of lenses required painstaking manual attention, to-day by the development and intallation of labor saving machinery, we have been able to very materially conserve in man-power and floor-space and at the same time increase production and improve the product itself.

The activities of our Experimental Department are not necessarily confined

## ☞ Lensology & Shutterisms ☞

to the improvement of lenses and shutters alone. In fact, a very large part of the machinery used, particularly in the manufacture of our objectives, is of our own design and of such mechanical accuracy as to insure the greatest efficiency.

Quite frequently, we are favored with calls from our dealer friends and their representatives and have had the privilege of showing many of them through our complete plant. I wish it were possible for you all to call on us in order that I could show you how we utilize 80,000 square feet of floor space in the exclusive manufacture of photographic lenses and shutters. I think you would find it somewhat of a revelation.

I would like to let you see our new Lens Polishing Machines which are capable of handling a larger volume of work with the utilization of a much smaller area of floor space.

You would be interested in another newly perfected mechanism that automatically sorts small hand camera lenses according to thickness—a machine entirely automatic in operation, capable of producing a much greater volume of work than was formerly produced by tedious caliper measurements.

## ☐ Lensology & Shutterisms ☐

Then there are centering machines of improved construction, focusing boxes of mechanical perfection and many other machines and instruments that aid materially in turning out products of greater accuracy and better quality.

All in all—and we do not say this boastfully—the equipment itself is very much in accord with the spirit of the whole Wollensak organization. Whether it be a lens or shutter or the equipment by which these products are manufactured, we are never content as long as we see any possible method of improving them.

By the use of many special machines in our plant, we have been able with a comparatively slight increase in retail price to offset the enormous increase in the cost of raw materials and labor. More than that, by economic and efficient production, we have been able to constantly maintain a staff for mechanical and optical research and experiment. The existence of this staff of trained men means that the photographer in purchasing a Wollensak Lens can do so with the assurance that it represents the last word in perfection of workmanship.

When you are in Rochester, be sure to drop in and see me and let me show you how we Burbank lenses.

—M. C. Williamson.





# In the Mat

By WILLIAM LUDLUM

The Lenses of the world agreed  
To meet in competition,  
The prize to go to one supreme  
In speed and definition.

The contest waged both swift and sharp,  
Great was the skilled displayed  
As each against the other wrought  
In friendly bouts arrayed.

They wrestled hard and wrestled long,  
Each so deserving that  
'Twas hard to choose, but in the end  
The prize went to the — "mat."  
The mat !  
Why yes !

VELOSTIG--MAT !

[That a gifted pictorialist and writer should, without solicitation, take the time and trouble to sing the praises of the Velostigmat in verse, seems to us a singular tribute.—Ed.]





“**I** would give a million dollars to have Charlie Schwab’s smile,” J. Ogden Armour recently said.

If a smile is worth a million, why cultivate a frown? There’s no market for it!

